

Message Text

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ACTION EB-08

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SUBJ: INTERAGENCY TASK FORCE TO DEVELOP A NATIONAL EXPORT
POLICY

REF: (A) STATE 095673 (B) STATE A-1439

1. COMMERCIAL OFFICER EDGAR ROJAS IS OF THE OPINION
THAT BY MAKING A GREATER EFFORT TO ADVERTISE OUR SER-
VICES LOCALLY AND THUS INCREASING OUR CONTACTS WITH
ECUADOREAN BUSINESSMEN, WE WILL INCREASE U.S. EXPORTS.
THERE IS A TENDENCY TO RELY ON SUBMITTING WRITTEN RE-
PORTS WHEN THE PRACTICAL PROCEDURE OF VISITING ECUADOR-
EAN BUSINESSMEN AND HAVING THEM COMMIT THEMSELVES TO OUR
SERVICES WILL BRING A GREATER RESPONSE TO U.S. EXPORTERS.

2. LOCAL GUAYAQUIL BUSINESSMEN ARE VERY ACTIVE IN WORLD
MARKETS SEEKING TO PURCHASE MATERIALS AND EQUIPMENT.
IN OUR EFFORTS TO PROMOTE EVENTS AND ENCOURAGE THE PUR-
CHASING OF U.S. PRODUCTS, WE HAVE FOUND THAT LOCAL FIRMS
RESPOND FAVORABLY TO OUR LIMITED PROMOTION ACTIVITIES.

WE DESIRE TO INCREASE THIS PERFORMANCE BY CHANGING OUR
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PROMOTION METHODS WHICH ARE LIMITED BECAUSE WE DO NOT
HAVE AN ADVERTISING BUDGET.

3. WITH THE EXCEPTION OF OUR VISITING LOCAL EXECUTIVES,
WRITING PERSONAL AND CIRCULAR LETTERS AND MAILING OUR
COMMERCIAL BULLETIN, OUR PROMOTION ACTIVITIES ARE BASED
ON THE MULTIPLIER EFFECT. IT BASICALLY INVOLVES RE-

QUESTING LOCAL ORGANIZATIONS OR PERSONS TO INSERT, ON A NO-COST BASIS,PROMOTIONAL INFORMATION INTO THEIR MEDIA. THIS "DO IT YOURSELF" PROMOTION PROGRAM HAS LIMITATIONS AND DEPENDS UPON THE GOOD OFFICES OF OTHERS TO ASSIST US IN COMPLETING OUR MARKETING PLAN.

4. IN ADDITION TO THE MULTIPLIER PROGRAM, IT WOULD BE A PLEASURE TO HAVE FUNDS AVAILABLE TO HIRE A LOCAL ADVERTISING AGENCY TO ASSIST US PROFESSIONALLY TO PLAN AND EXECUTE OUR PROMOTIONAL PROGRAMS, AS OCCURS AT U.S. TRADE CENTERS, SO THAT WE CAN CONTROL OUR ACTIVITIES.

5. TO ILLUSTRATE OUR REQUIREMENT FOR AN ADVERTISING BUDGET WE CALL TO YOUR ATTENTION STATE A-1439 ANNOUNCING THE NAME CHANGE OF COMMERCIAL NEWS FOR THE FOREIGN SERVICE. STATED OBJECTIVE OF THIS PUBLICATION IS TO INCREASE U.S. EXPORTS BY PUBLICIZING AND PROMOTING THE SALE OF NEW AMERICAN PRODUCTS ABROAD. YET, ONLY ACTION REQUESTED IS TO PUBLISH IN POST NEWSLETTER AS MANY NEW PRODUCT LISTINGS AS POSSIBLE TO ATTRACT OVERSEAS BUYERS AND TO ADVISE READERS THAT THE COMPLETE LISTING IS AVAILABLE AT THE COMMERCIAL LIBRARY. SHOULD AN ADVERTISING BUDGET BE MADE AVAILABLE, WE COULD FURTHER DISTRIBUTE THESE NEW PRODUCT LISTINGS BY INSERTING SAME INTO LOCAL PUBLICATIONS AS PAID ADVERTISEMENTS.

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